

KLOVE serves the Fargo community by providing a venue for Contemporary Christian Music. CCM is a sizeable portion of the music industry, but is often poorly, or not at all broadcast in local areas such as ours. KLOVE provides a wholesome alternative for young people in this community. As a "Baby Boomer" myself, I find its musical message to be uplifting, and positive. Keeping in mind that KLOVE is listener supported, it is important to note that this repeater station serves a viable local interest. To replace it with a LPFM station actually defeats the concept behind LPFM. It would impose a hardship by forcing studio start up cost, DJ and support staff costs, and all the on going cost of operating a locally manned station. Also, "localism" by it's nature discriminates against opposition to giant Network conglomerates who will continue to operate on existing high power stations pulling away local advertising dollars from proposed LPFM. HP stations give advertisers more bang for their buck. This will disconnect local areas from alternative to mainstream national programming. KLOVE indeed provides a locally low-cost, positive and encouraging alternative to "local" HP programming. The service to the Public Interest provided by KLOVE is substantial. Where I work there are many highschool, and college students. They have local NPR broadcast from a college campus. They have numerous rock and country HP stations. What they don't have is provided by KLOVE: Contemporary Christian Music. The LP alternative will be overwhelmed by HP currently available, much in the same way that UHF is not a truly viable alternative to VHF or Cable TV, or Satellite.